

The Sun

POLITICALLY, REPUBLICAN
 Issued Every Friday, R. W. Crockett, Manager.
 Subscription, \$1.50 the Year.

ADVERTISING RATES.
 Display, One Dollar per Inch per Month; Single Issue, 50c per Inch; Full Position Top of Column, Next Reading Matter, 25 Per Cent Additional.
 Two Thousand Inches, to Be Used in One Year, 12.50c per Inch.
 Fifteen Hundred Inches, to Be Used in One Year, 15c per Inch.
 One Thousand Inches, to Be Used in One Year, 20c per Inch.
 Headers and Legal Notices, 10c per Line First Insertion; 5c per Line Each Subsequent Issue.
 Obituaries, Cards of Thanks, Resolutions, Etc., at Half Local Reading Notice Rates.
 Adverts, For Sale, For Rent, Lost, Found, Etc., One Cent per Word Each Issue. No Charge Accounts.
 Address All Communications to THE SUN, PRICE, UTAH.

Behold I will bring again the Shadow of the Degrees, which is gone down in the Sun Dial of Alox, ten degrees backward. So the Sun returned ten degrees, by which degrees it was gone down.—Isaiah, 38-8.

MOST CERTAINLY THE DRIVING WHEEL OF MODERN BUSINESS.

"Who pays for advertising?" asked a skeptical person.

"The consumer," answered one of the same mind.

"You're wrong," came from a third. And here is the explanation he gave.

"Every year from five hundred million to six hundred million dollars is spent for advertising. The sum looks big, of course, but it is a small percentage of the entire country's trade.

"Take the manufacturer. By creating, maintaining and increasing the demand for his product, through advertising, he assures the factory of a definite maximum output. A constant volume of business, of course, reduces the cost of manufacture.

"Take the jobber, broker and retailer. Advertising frequently reduces their percentage of profit but by increasing the volume of sales of particular advertised products, a more frequent turnover and consequently more profits on the money invested, is assured. The money that would have to be invested in slow goods is free to work elsewhere—pay bills promptly to earn a discount, or to be invested in other profitable advertised lines.

"Take the case of the consumer. He cannot point out a single product the price of which has been reduced by advertising. And, he knows that standardized advertised goods, with a high reputation and quality to maintain, usually are better than the also ran brands. This is so nine-tenths of the time. The consumer also knows that stores that are aggressive advertisers nearly always offer more attractive bargains than do those who do not advertise. The consumer knows that the stores that advertise sell so much more goods that they can offer better prices. The consumer further knows through experience that the store that advertises goods isn't doing so for the fun of it, but to move the goods, and good business instinct tells the advertiser that the quickest way to move the goods he's advertising is to print an attractive price.

"Somebody, however, pays the bill, and it is the loser. And the loser is the manufacturer, broker or retailer who has a huge sum of money tied up in slow moving lines—who, in order to get back a reasonable sum on his investment, must charge accordingly. Another loser is the person who buys these goods."

Consumers naturally gyrate to those business houses of which they read in the newspapers. A person seeing a well displayed advertisement in his paper will hearken to its bidding if he needs or thinks he can use any of the goods offered. If he is not in a position to do either at that time he keeps the store in mind when he does want the goods, particularly if he meets with the advertisements regularly.

The same principle is true as to store fronts. People are attracted to nice, modern fronts and windows tastefully decorated. This is a species of advertising. So in going to higher expense at a prominent corner or putting up a fine and expensive selling plant. The latter are secondary species of advertising, however, which is proven by the fact that most of the money spent for advertising of all kinds goes to the newspapers for the reason that in this vehicle of publicity the results are self-evident.

Goods without a market force a high price. Advertising creates and broadens the market and works for the lower price that the enhanced market affords. Consider talking machines, for instance. Is anyone so unthinking as to suppose they could be sold at a price that has placed them in millions of homes without advertising to create the market? Certainly not. Without advertising they would merely be an expensive toy known to a very few. The instances could be multiplied.

The principle of advertising is not affected by the misdeeds of any one advertiser any more than the principles of trade are affected by the acts, however reprehensible, of any one tradesman.

Advertising most certainly is the driving wheel of business.

It pays to exterminate rats. Fairmont, W. V., has a rat extermination league which pays five cents per head—or tail—for evidence of good work.

What has become of the old fashioned mother who used to go out to the backyard and break off a switch to aid in the education of her children?

Another advantage of the wireless telephone is farmers won't have to use fence posts as telephone poles.

Money is going to be easy, say the experts. However, we prefer the hard cash.

FARMERS FURNISH THE GOODS, BUT SPECULATORS GET THE MONEY.

One of the very funny war notions extant is that the farmers of the United States receive extraordinarily high prices for their products from the European nations. One prominent daily recently stated with that peculiar seriousness that springs from ignorance that five out of every six dollars spent in America for war supplies goes into the pockets of the American farmers. Figures were quoted showing that the meat and dairy products sent to Europe in five months were five times the cost of arms and ammunition being supplied here.

The truth, however, is that the farmers didn't get a cent of that money directly. Selling their stuff to local buyers at prices fixed by boards of trade and exchanges, the goods were shipped to market centers. Foreign buyers in this country never visited a single farm. Instead, they called at the market centers, where farmers' products were held for speculation. The latter sold the goods to the foreign agents at war prices and pocketed the huge profits.

Farmers could have received the war prices direct if they possessed their own marketing system. The annual demand helped even the buyers' and board of trade prices to a certain extent, no doubt. Their profits as a rule were only slightly more than usual. The speculators got the big price. Every farmer knows this and mourns the fact.

Some day they as a class are going to be their own little speculators, and then there will be more prosperity spread over the map, instead of it clinging to particular streets in particular cities.

While the American farmer is turning out more crops than ever before, while the South is recovering from its troubles with King Cotton—in short, while the rural life of the nation is highly satisfactory except as to the cotton embargo and the problems surrounding this question, European farmers and planters are putting the money that formerly was put into plows, binders and reapers into cannon. Worse still, harvests that would have been gathered by ingenious machinery—most of it American—is now being gathered by women, old men, boys and prisoners of war. Implements of war have not yet been turned into implements of agriculture. But we will hope that even the bloody business over yonder will prove but the travail that leads to a birth of peace in which the sword will become a plowshare.

No longer do well informed democratic papers claim that there is a division in the republican party. They admit that the 1912 split is over and the party reunited for protection, prosperity and a foreign policy that will compel respect for the flag of our country, wherever it is unfurled. The recent elections force the admission. It would be silly to talk of the republican party being divided when it came within two hundred of carrying Kentucky, within three thousand of carrying Maryland and did win everywhere else. Free trade must face a united opposition next year, and it has not in sixty years beaten that opposition at the end of a free trade period.

The International Association of Milk Inspectors will petition congress to set aside one day of each year as "National Milk Day." We are heartily in favor of the scheme, except that we think one day out of each person's life, instead of one day each year, would be sufficient for the necessities of this "reform." And, in order that the thing may be made uniform forever and cause as little trouble as possible, we suggest that the day be that of birth for each person. That is a day when everybody has a hankering to inspect milk, anyhow, so by making that the day there would be no question of it being properly observed.

Receipts of sheep at Kansas City in the month of October fell off 73,250 as compared with October of last year, the decrease amounting to nearly 30 per cent. At Chicago the decrease was 324,750 head, or something over 50 per cent. The Sun is willing to leave it to any intelligent person to decide whether free trade has caused the herdsmen to hold their sheep because they expect them to be more profitable under free trade than under protection, or whether the total number of sheep in the country has decreased because the herdsmen expect them to be less profitable now than formerly.

Secretary of the Treasury McAdoo declares there has been no real prosperity in the country in ten years. It only seems like ten years since prosperity went away and adversity came to take its place. There were sixteen prosperous years in the last twenty, but the sixteen passed so quickly that they didn't appear to cover so long a period as the last three.

If we taxed the export of war material we wouldn't need to pay a war tax. In the present predicament we have taxed ourselves as long as the war lasts and allow our munitionmakers to prolong it as long as possible. One may call this system diplomacy, national policy, neutrality or what not, but the best name for it is mule sense.

Turkey gobblers are said to be of poorer quality this year than last. However, we'll be thankful, anyhow. In a pinch, even a chicken or a goose will do. When half the world's in sorrow and we're not, a sensible man can be thankful even on a half empty stomach.

Republican managers of all future campaigns should try and secure the services of Senator Stone of Missouri. He "made" Kentucky during the recent campaign and succeeded in almost entirely wiping out the democratic majority.

How some editors can write a headline, "Beauty Weds," and publish the photograph at the same time is beyond The Sun. Somebody else must handle the photograph.

WILLIE'S STYLISH PANTS



WHAT ARE YOU DOING MR. BUSINESS MAN TO DIVERT TRADE TO PRICE?

Every business man of this city should consider the possibility of obtaining trade from the settlements tributary to Price. Persons living in town have easier access to merchants, it is true, and merchants have easier access to folks in town, but the difference between successful and unsuccessful business campaigns often hinges on how well or ill the people in the country nearby have been influenced. Here is where a newspaper like The Sun does a peculiar service to the merchants of Price. Not only is the city of Price covered like a blanket, but the homes in the camps and settlements for many miles around are entered by The Sun.

The fact that so many persons outside of Price read The Sun indicates that they are alive to the opportunities found in its pages and intelligent enough to take advantage of them. They will come to Price to trade if given the proper impetus, BUT FEW OF THEM WILL DO SO IF NOT INVITED THROUGH THE COLUMNS OF THE LOCAL PRESS. The reason is plain. In fact, there are two reasons. One is that they are naturally averse to taking a chance of coming to town to get something and then being disappointed, and the other reason is that the mail order people do the inviting to trade with them if the home merchants fail to do their duty in this respect. Live merchants should never let an opportunity pass by to place some bargain in their advertisements that will appeal especially to the outside trade. The people in the country and camps are entitled to know what can be obtained to their advantage here. They are prepared to come if they know they can get something they need and wish to buy. The Sun furnishes a unique publicity vehicle throughout the country districts around Price, and subscribers to this journal, who pay for it and read it because they want it, like to see the business interests of the town welcome them to the city and the stores.

FILES SECOND CHARGE WHEN FIRST IS QUASHED

TRINIDAD, Colo., Nov. 12.—Information charging Horace N. Hawkins and P. W. Clarke, counsel for the United Mine Workers of America, with subornation of perjury were quashed in the district court here today by order of Judge J. C. Wiley of Alamosa.

Later Hawkins and Clarke were re-arrested on charges of having intimidated and coerced Ernest Hall to make the affidavit containing the alleged perjury. This action was taken by Attorney General Fernald.

The case grew out of an affidavit of Ernest Hall, nurse in the trial of John H. Lawson, union leader, convicted last May of murder in the first degree. In his affidavit Hall declared that he stood for acquittal of Lawson until alleged coercion was taken by a court bully.

The affidavit was used by counsel for the mine workers in their fight to secure the supreme court order prohibiting Dr. H. H. Hillier, district judge from presiding in future cases growing out of the coal miners' strike.

OREGON SHORT LINES NEW COAL TARIFF ON

The traffic department of the Oregon Short Line announces a new coal tariff, effective December 15th, reducing the rate on nut and slack coal from Wyoming mines to the majority of stations on its lines. The reductions vary from ten to seventy-five cents, but in most instances the nut coal rate is lowered fifty cents, and on slack seventy-five cents. Lump and mine run coal is not affected.

Carbon papers and typewriter supplies. The Sun—Adv.
 Smoke Milk Pride Cigar. Tel. 122.

PENCILS GETTING SCARCER

The European war has curtailed the importation from Austria of graphite from which hard copying pencils are made to such an extent that instructions have been received by federal employees at Salt Lake City to exercise economy in their use. Holders are provided so that the pencils may be used down to the last quarter inch and clerks are instructed to use black pencils whenever possible.

HUNT IS SPECIAL AGENT

Thomas E. Hunt has been appointed special agent in the general land office at Salt Lake City, having been transferred from the Philippines, where he was engaged for nine years, largely in the examination of titles to United States land from the Hawaiian Catholic church shortly after the Spanish-American war. Eastern Utah is included in his territory.

Stock certificates, bonds and blank books of any size or style to order. Everything in commercial printing and office stationery. The Sun, Price, Utah.—Adv.

I Take the "Dis" out of "Disease"

D. L. CECIL, D. C.

Chiropractor

Graduate P. S. C. class 1910.

Chiropractic Fountain Head

Cor. Room Viglia Building, Main Street, Price, Utah.

HOLDING HORTON'S BODY

No Word As Yet From the Relatives of the Man Slain.

How long the body of Roy L. Horton, who was shot and killed by Major H. P. Mylon on the morning of October 21st at Salt Lake City and whose funeral was held Sunday, November 14th, will remain unburied is a problem that the undertaking firm of S. M. Taylor & Co. at Room, having the body in charge, does not attempt to answer definitely.

It was originally planned to bury Horton in Mt. Olivet cemetery, but arrangements to this end failed because of lack of funds. Then negotiations were taken up with relatives of Horton at Hammondport, N. Y., and it was expected that the body would be sent there for burial. But the undertakers have heard nothing from these relatives in the last several days.

The undertaking firm was not willing yesterday to say how long the body would be held or what disposition would finally be made of it.

CHAMBERLAIN'S TABLETS

This is a medicine intended especially for stomach troubles, biliousness and constipation. It is meeting with much success and rapidly gaining in favor and popularity. Obtainable everywhere.—Adv.

Legal blanks and loose leaf devices of every description. The Best's place of business is the former location of the Advocate, next to Price Commercial and Savings bank. Mail orders given prompt attention. Address, The Sun, Price, Utah.—Adv.

BEWARE OF CHEAP SUBSTITUTES

In these days of keen competition it is important that the public should see that they get Chamberlain's Cough Remedy and not take substitutes sold for the sake of extra profit. Chamberlain's Cough Remedy has stood the test and been approved for more than forty years. Obtainable everywhere.—Adv.

If you have a house to rent or want to rent a house try Sun ads.—Adv.

NOTICE!

The City Electric Company carry in stock a complete line of Electrical goods of every description, including automobile tires and automobile accessories. Get our prices.

J. H. Manson

Manager.

Cor. Room Viglia Building, Main Street, Price, Utah.